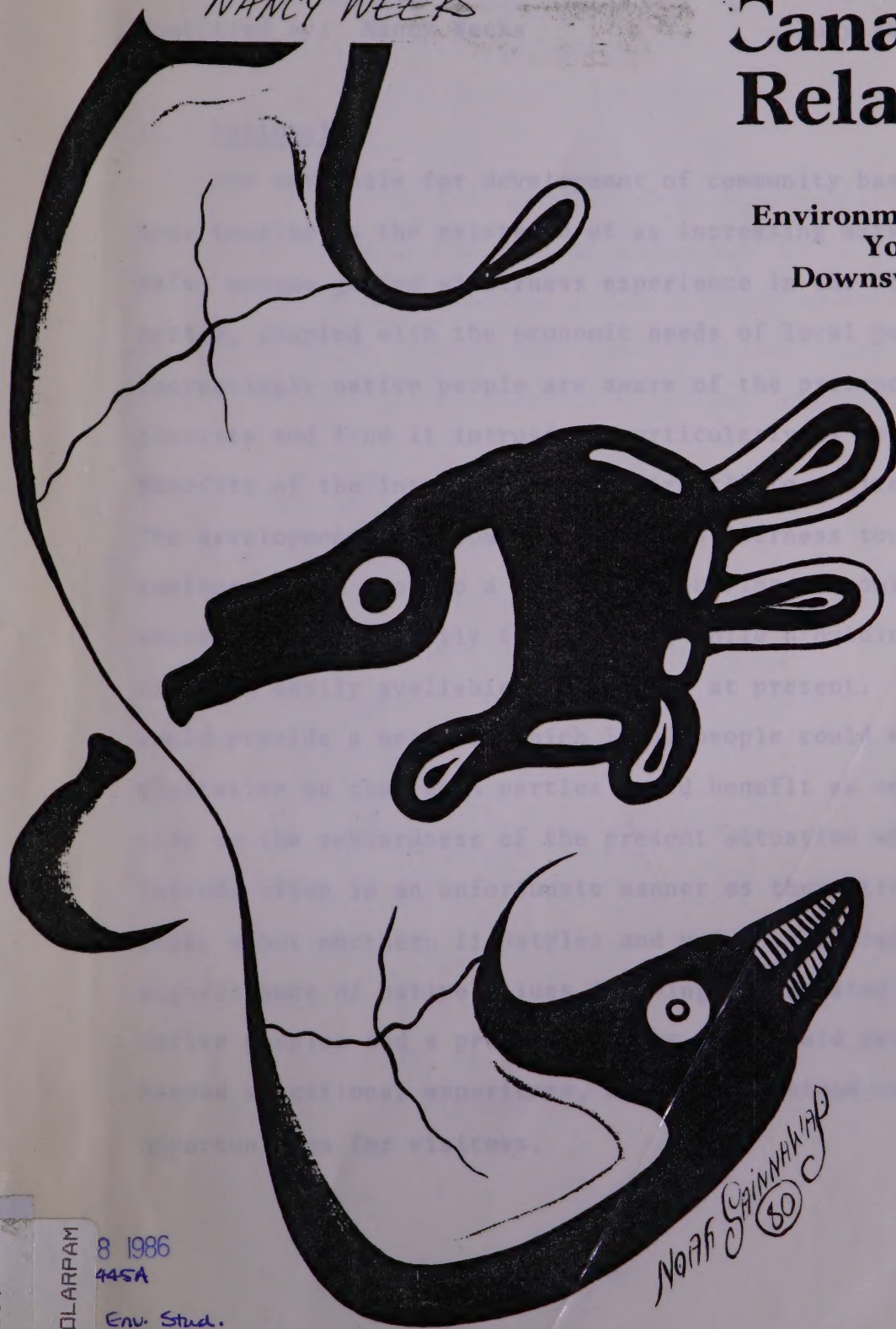


INUVIALUIT NATURE TOURS
PILOT PROJECT TO TEST THE
FEASIBILITY OF COMMUNITY-
BASED WILDERNESS TOURISM

NANCY WEEKS

Issues in Native/ Canadian Relations

Faculty of
Environmental Studies
York University
Downsview, Ontario



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Proposal Outline Re: Inuvialuit Nature Tours

Pilot Project to Test the Feasibility
of Community Based Wilderness Tourism

Submitted by: Nancy Weeks

July 26, 1981

1. Rationale

The rationale for development of community based wilderness tourism is the existence of an increasing market for safe, unique guided wilderness experience in the western Arctic, coupled with the economic needs of local people. Increasingly native people are aware of the presence of tourists and find it intrusive--particularly as few economic benefits of the intrusion attach directly to native people. The development of a community based wilderness tourism business would provide a means for securing economic advantage where few are presently forthcoming, while providing opportunities not easily available to visitors at present. Further it would provide a means by which local people could manage visitation so that both parties would benefit as an alternative to the awkwardness of the present situation where visitors intrude often in an unfortunate manner as they attempt to learn about northern lifestyles and values. Increasingly the significance of native values is being appreciated by non-native peoples and a program such as this would provide a needed educational experience, as well as unique recreational opportunities for visitors.

2. Project Phases

This pilot project can be divided into three phases: planning, testing, and evaluation.

3. Timetable

It is projected that the planning phase would begin as soon as possible in the fall of 1981 in order to prepare for trial tours in the summer of 1982. Evaluation would be ongoing during the testing phase and culminate after the testing phase closed in the preparation of a final report.

4. Specific Tasks

A. Planning Phase Tasks

1. Inventory of Resources of Significance for Tourism

- geological
- biological - wildlife, botany, birds
- historical
- archaeological
- native values, lifestyle
- scenic areas
- glacial features

2. Identification of Activities Appropriate to the Resources

- rock hounding
- wildlife viewing
- hunting
- fishing

- photography
 - bird watching (and listing)
 - nature study generally
 - participation in ecological studies
 - lifestyle skills (making dried fish, meat)
 - story telling
 - cultural activities (singing, dancing, blanket toss, etc.)
 - hiking (backpacking and walking)
 - swimming
 - rock climbing
 - canoeing
 - kayaking
 - boating
 - preparing and eating country foods
 - sketching, painting, carving
- (this list could be extended to winter activities as well)

3. Market Analysis

- domestic
- international (German, Japanese, South American)

4. Cost Analysis

- transportation (plane, boat, days/miles, gas costs)
- accommodation
- food
- equipment
- wages

- depreciation on capital expenditures
- profit margin

5. Product Design - Trial Tour Packages - factors to consider:

- community interest and commitment
- location
- features and activities selection
- tour duration
- number of participants
- cost efficiency
- other

B. Testing and Evaluation Phases

1. Selection of trial tour packages on basis of community interest, and marketability
2. Devise marketing strategy
3. Manage promotion
4. Manage registration (including selection of participants)
5. Pre-trip organization of logistical support
6. Pre-trip briefing of participants
7. Operate trial tours
8. Post-trip debriefing of participants
9. Post-trip debriefing of trip leaders and submission of trip reports
10. Evaluation
11. Preparation and submission of final report on pilot report

5. Budget for Pilot Project

- to be determined

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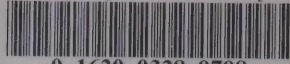
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WEEKS, Nancy
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